

HOW  
TO SEE  
DETROIT?  
?

THE DIETSCHÉ SIGHT-SEEING COMPANY



OFFICES AND WAITING ROOM 81 AND 83 WOODWARD AVE.  
PHONES: MAIN 1029, CITY 1029



City Hall Square

## HOW TO SEE DETROIT

No long walks, tired bodies, or worried minds in trying to find the many different places of interest. Dietsche's Sight-Seeing Autos afford visitors a quick, restful and inexpensive way of seeing Detroit, with its famous Belle Isle Park, considered the most magnificent in this country, its beautiful river, grand boulevards, handsome residences and great public buildings, which are all pointed out and carefully explained to you.

You will enjoy the novelty of an automobile ride, the cooling breezes, the changing scenes as they go by, and when the ride is over you will feel that you have seen all the sights, ending the trip refreshed with a thorough appreciation of having seen the beauties of this wonderful city, still leaving plenty of time to do other things.

No city in this country has been more favored or encouraged by nature to entertain visitors. The general mildness of the climate, the pure, fresh breezes from the



Gray & Worcester, Detroit's Leading Druggists  
Corner Woodward and East Grand River Avenues



Band Concert, Belle Isle Park

river and lake, the great supply of superior water, the favorable sanitary conditions resulting from her wide and well-kept streets, are all to be taken into account in explaining this city's wonderful success in making visitors and strangers comfortable and contented.

Detroit was founded by Antoine de la Mothe Cadillac in 1701, and from the time he stepped on shore the location has had an acknowledged place in history. The first official name was Fort Pontchartrain, in honor of the man who was at that time the French Colonial Minister of Marine.

Detroit is one of the few American cities that has been under three flags, and two of them twice. The French flag waved until 1760, when the British became masters and with the defeat of Tecumseh at the battle of the



Majestic Theatre, 10c Vaudeville, 231-233 Woodward Ave.  
One of Detroit's Finest Show Houses.



Peoples State Bank  
The Largest Bank in Michigan. Assets over 30 Million Dollars.

Thames, they were firmly established and remained until General Wayne conquered the region for the new American republic in 1796. It again passed under the control of the English in 1813, but the occupancy was very short, as the victory of Commodore Perry on Lake Erie gave the whole northwest territory to the United States.

Detroit is a city of nearly a half million people, intensely active commercially. It is beautifully situated on the Detroit river, in the State of Michigan, on the border line between the United States and Canada. There are only eight other cities as large in America.

Detroit is the World's Automobile Center. The manufacturers actually making cars in Detroit have a total annual capacity of 130,000 autos, and a total capitalization of over \$30,000,000. There are about 40,000 people employed by automobile manufacturers in Detroit and about 20,000 employed by accessory manufacturers, making a total of 60,000 altogether engaged in automobile work



A River Pleasure Boat



Hiram Walker & Sons, Ltd., Walkerville, Canada  
Distillers of the Famous Canadian Club and Imperial Whiskies

here. Nearly \$1,000,000 weekly are paid out in salaries by these manufacturers. The total value of Detroit-made cars this year will be over \$200,000,000. The total value of the annual output of accessories for the automobile trade will exceed \$55,000,000. Detroit manufactures 60 per cent. of the national output of automobiles. Over 40 new buildings are now in course of construction for automobile makers or their salesmen in Detroit, many of them to cost \$100,000 each.

The city is located near the head of the Detroit river, which is the greatest water thoroughfare in the world.

This river, as its name implies, is a strait connecting Lake St. Clair and Lake Erie, forming a natural boundary between the United States and Canada. It is 27 miles long, beginning at Windmill Point and ending at Bar Point, which marks the entrance into Lake Erie. The river averages nearly a mile in width, and its waters are a beautiful clear blue with a current of perhaps three miles an hour.

The river presents a view which always attracts and never tires. There passes before you a never-ending pro-



Floral Clock, Gladwin Park



Jerome H. Remick & Co., 68 Farrar St.  
Largest Publishers of Sheet Music in the World

cession of water craft of all kinds and sizes, including ore carriers, package freighters, excursion steamers, sailing vessels, motor boats, sail boats, row boats and canoes—anything and everything which will float a passenger—are in view.

The Detroit River carries more freight than enters the harbors of New York, Boston, Philadelphia, Baltimore, and San Francisco combined. A vessel passes through this river on an average of one every seven minutes, day and night.

It boasts of the largest, best and most luxurious fleet of excursion and passenger steamers on fresh water. The waters of Lakes Superior, Michigan and Huron flow through this river.

There is no comparison between the Detroit River and other waterways in the matter of commerce, as can easily be believed when it is known that 25,000 vessels pass



Central Avenue, Belle Isle



Wright-Kay & Company. Detroit's Leading Jewelers.  
Cor. Woodward and Grand River Aves.

through it every year, with a tonnage of nearly fifty millions.

To carry this tremendous amount of freight, 1,600 vessels, 1,600 lake captains, 3,500 mates, 16,000 sailors and over 100,000 landsmen are employed annually. The aggregate value of this large number of boats exceeds \$155,000,000.

The cars of the Dietsche Sight-Seeing Company show these beautiful river scenes for miles, crossing it on their way to Belle Isle Park.

### BELLE ISLE PARK

Detroit's principal recreation spot is an island in the Detroit River, connected with the city by a bridge over one half mile in length. It comprises about 702 acres. Over one million dollars have already been expended on this island park, and thousands of dollars are still being annually



Aquarium, Belle Isle



Ph. Kling Brewing Co.  
Brewers of the famous "Prost" Chill Proof Beer for Guest and Host

spent in its beautification. Over twenty-five miles of macadamized driveways and avenues border the shore and pierce the center of the island, while in every direction by-paths take the stroller into virgin forests that shut out all hint of man's work or his ways. From one end you look out on the beautiful waters of Lake St. Clair, at the other your gaze, as far as the eye can reach, takes in the towers and spires of the great city.

This park is considered the finest in the country. During the summer months hundreds of family picnic parties can be seen on almost any day of the week, and the city has spared no expense making provisions for the amusements of the children.

The city bought this island in 1879, paying \$200,000 for it. Today, including the bridge and approach, it is valued at \$7,000,000.



Griswold Street and Capitol Square Park



L. Black Co., 156 Woodward Avenue  
Headquarters for Kodak Supplies

The island is threaded by miles of canals and lakes, affording an ideal spot in which the canoes and light craft cruise about by the thousands.

Near the central part of the island there is one of the best Aquariums in the country, filled with all kinds of foreign and domestic fish in both salt and fresh water.

The great Horticultural Building, one of the finest in the West, is a never-ending source of pleasure to all who are interested in the plants of the temperate and tropical zones.

Band concerts are given at the city's expense during the summer afternoons and evenings, where immense crowds of people flock to enjoy the excellent music.

A public Casino, where luncheons are served, affords an ideal resting place where you can view the passing freighters and excursion boats. It is located on the lower



Penobscot Inn  
Detroit's Finest Restaurant, Penobscot Building



Hotel  
Griswold  
Grand River  
and  
Griswold

European  
Plan

\$1.50 per day  
upward.

end of the island and commands a beautiful view of the main canals and thoroughfares.

The city of Detroit recently opened on the island one of the best bath houses in America, only to find it entirely inadequate to the demands made upon it by our citizens. Plans have already been drawn to double the capacity of this imposing structure. By paying the small fee of ten cents you can secure a private dressing room, towels and a swimming suit. On warm days upwards of 4,000 men, women and children take a plunge in the cool waters of the river at this point alone.

The Belle Isle Zoo gives one a good chance to study natural history at first hand. The animal world is well represented, deer and moose are there in plenty. Grizzly, polar and black bears have their appropriate pits. Ostriches, carrying their heads high, stalk through their enclosure, and wolves, foxes, coyotes, prairie dogs, and small wild animals are to be seen in great numbers. Eagles, owls, and other

Sanders'  
Confectionery,  
141 Woodward Ave.

Originators  
of the Famous  
Ice Cream Soda





World's Fair Stove, made by the Michigan Stove Company  
Largest Manufacturers of Stoves in the World

birds are kept in great outdoor cages, and swans and ducks swim in the water or curl up and doze on land. This park is visited by more people than all of the other Detroit parks combined.

### FACTS ABOUT DETROIT

- First city charter granted in 1806.
- First newspaper printed in 1817.
- First street railway built in 1863.
- First electric cars for street railway service 1886.
- Assessed valuation (real and personal) over \$400,000,000.
- Paved streets about 450 miles.
- Public and lateral sewers over 700 miles.



Firestone Tire & Rubber Co.  
Firestone Tires are used by the Dietrich Sight-Seeing Co.



Traver-Bird  
Co.,  
171-175  
Woodward  
Ave.

Detroit's  
Largest  
Clothiers

Public parks and parkways, 30; acreage, 1,198.89; valuation, \$10,387,900.

Public Schools—Buildings, 98; number of teachers, 1,600; number of pupils, 60,000; value of school buildings and lots, \$6,213,785.50.

Fire Department—750 men in all departments; 35 engine houses; 15 ladder and truck houses; 5,560 hydrants; 550 reservoirs; value of property, \$3,000,000.

Public Library—260,000 volumes.

The city of Detroit owns real estate and personal property valued at \$40,000,000.

Detroit has the smallest actual debt of any city of its class, and the smallest per capita debt of any city in the country.



Pleasure Steamers

Detroit produces nearly one-third of the drug supplies of the United States, and makes more pills than any other city in the world.

Detroit has the largest rubber works in the world.

Detroit has the largest manufactory of adding machines in the world.

Detroit is the greatest convention city and summer resort in the country.

Detroit leads the world in soda and salt products; having enough salt in its mines to supply the earth for centuries.

Detroit is the largest fur center in the United States.

Freight car building, the second largest industry in Detroit, employs 8,000 men in its three plants, turning out cars at an annual valuation of over \$27,000,000.

The largest stove factories in the world are located in Detroit, paying out over \$100,000 in monthly salaries, having a force of over 3,000 men, and produce 750 stoves a day, amounting to \$5,600,000 a year.

Detroit has the largest, fastest and best equipped river and lake excursion steamers in the world.

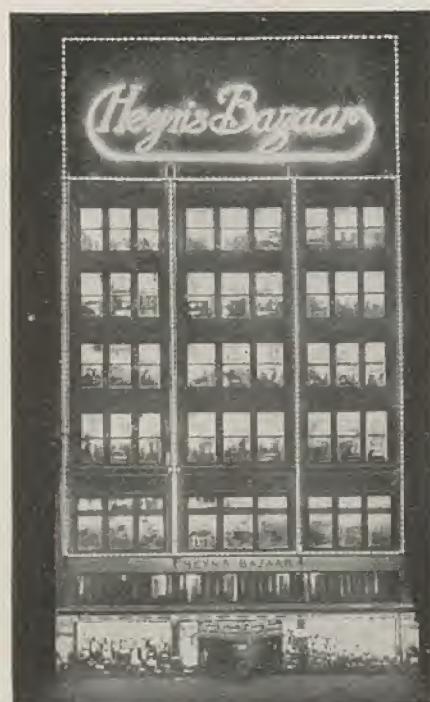
Detroit has one of the most modern, light and well ventilated railroad tunnels ever built under a river, and is able to care for 7,000 cars daily.

Detroit has the largest sheet copper rolling mill in the world.

Detroit has the largest cigar factory ever seen under one roof.



R. H. Fyfe & Co., 183-185 Woodward Ave.  
Third Largest Shoe House in the U.S. Established 1865.



The Brilliant Illumination of Heyn's Bazaar,  
158-160 Woodward Ave., Detroit's favorite store for nearly 50 years.



Newton Annis,  
237-239-241  
Woodward Ave.

Detroit's  
Largest  
Wholesale and Retail  
Furriers

Detroit has the largest non-proprietary medicine factory in the world.

Detroit has the highest percentage of people owning their own homes of any city in the United States.

Detroit is the greatest point of export on the great lakes.

Detroit has the greatest river traffic in the world.

Detroit has the largest chair factories in the world.

Detroit has the largest seed house in the world.

Detroit has the unique distinction of having the only marine post office in the world, and handles every day during the season of navigation more mail than many good sized towns.

Detroit will have a mammoth union passenger depot, which will be one of the finest in the country.

Detroit leads every other port on the lakes in ship building.

Detroit has the second largest aquarium in the United States, and the third largest in the world.

Detroit, county seat of Wayne, has a county building



Woodward Avenue, looking North



Grand Canal, Belle Isle

which, with furnishings, cost \$1,700,000, and is one of the finest public structures in the country.

Detroit bank deposits aggregate more than \$125,000,000.

Detroit is the oldest organized city in the west, having been founded July 24th, 1711.

### GLADWIN PARK

Formerly known as Water Works Park, comprising 77 acres of ground on Jefferson Avenue, was named in memory of Major Henry Gladwin, who was in charge of the English garrison in Detroit in 1763.

The present pumping station is model in every way, being equipped with three Allis-Chalmers triple expansion engines, the fly wheels on each engine weighing more than forty tons. The pumping capacity is 103,000,000 gallons of water every twenty-four hours.

Beautiful driveways, artificial lakes and canals are located at different points throughout the park. The city also maintains a branch of the Public Library at this beautiful park.



Bird's Eye View, Grand Circus Park

L. B. King & Co.

Michigan's  
Largest  
China  
Store

Corner  
Farrar Street  
and  
E. Grand River



In 1905 the city purchased five acres adjoining on the easterly side of the park, on which is now being erected one of the most modern pumping stations in the world, which will cost upwards of \$1,500,000 when completed.

This proposed new station will accommodate an additional six engines, with a daily pumping capacity of 30,000,000 gallons each.

### PALMER PARK

Six miles north of the City Hall, on Woodward Ave., is located Palmer Park. Here one cannot help but praise the natural scenery of this beautiful spot. In the center of the grounds is an exact reproduction of the log house in which ex-Senator Thomas W. Palmer resided when Detroit was little more than a trading post. This land was donated by Mr. Palmer in 1893, and the city has since then spent an immense amount of money on improving the property.



Miles  
Theatre,  
Advanced  
Vaudeville  
Matinees,  
10, 15, and 20c.  
Evenings,  
10, 20 and 30c.



Dietsche's Great Souvenir Shop, 83 Woodward Ave., Cor. Larned St.  
Detroit's most popular Post Card and Souvenir Store

Everything for the comfort of visitors has been taken into consideration; pavilions, with easy lounging chairs, shady walks, a casino where soft drinks and lunches are served, rustic drinking wells, etc. This trip is well worth taking in, and can be reached in a very short time by the touring cars of the Dietsche Sight-Seeing Co.

### FORT WAYNE

Situated inside the limits of the city, on the bank of the river, is historic old Fort Wayne, one of the regular posts of the United States army. A portion of the fortifications dates back to the territorial days, including the old barracks and a winding maze of subterranean passages leading to the magazine. The quarters for the officers and men, however, are more modern, and face the parade ground, which slopes down to the river, and the regular afternoon drills usually attract a large throng of visitors.



Broadway, looking East



Lily Pond, Belle Isle

## GROSSE POINTE

Straight out Jefferson Avenue, 12 miles from the City Hall, is located one of the most beautiful residence sections in the world. Stately mansions with their well kept grounds gradually sloping down to the waters of Lake St. Clair are constantly a source of surprise and pleasure to the tourist. Magnificent shade trees, beautiful shrubberies and foliage abound everywhere. Here are located Detroit's most wealthy and influential citizens, homes bringing fabulous prices.

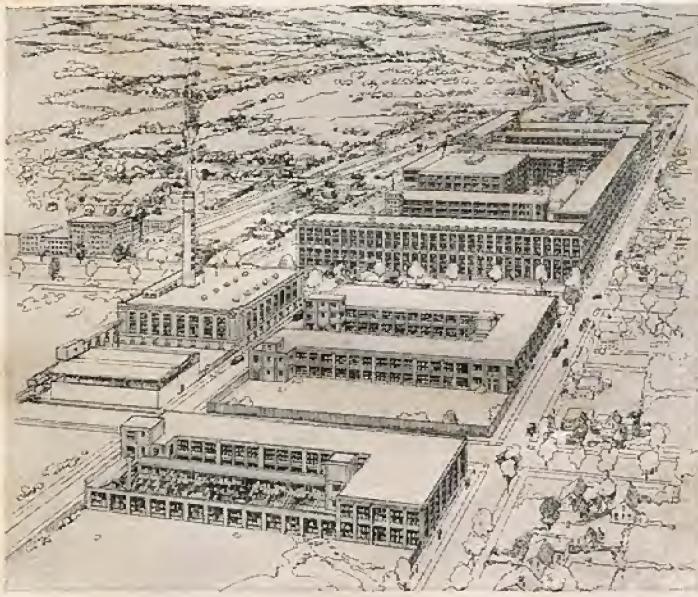
## WINDSOR, CANADA

Directly across the river is the City of Windsor, one of the oldest settlements on the international boundary between the United States and Canada, where more exporting and importing is carried on than at any other point on the great lakes and waterways dividing these two great friendly nations.

Adjoining Windsor on the east is Walkerville, where is



Log Cabin, Palmer Park



Packard Motor Car Co.'s. Plant  
Builders of the Famous Dietsche Sight-Seeing Cars  
Standard Auto Co., 850 Woodward Ave., State Distributors

located the famous distillery of Hiram Walker & Sons, the largest in the world.

### Sight Seeing and Touring Cars for Special Occasions

The Dietsche Auto Sight-Seeing Co. are in a position to take care of convention parties on a minute's notice, having eight of the largest sight-seeing cars in the country, which may be chartered by the day or hour. In addition they also have a number of luxurious touring cars which will accommodate from four to seven people. These cars can be chartered for special trips, taking in the city parks and boulevards and the beautiful suburbs, affording visitors facilities for sight seeing and touring under conditions of exceptional comfort and privacy. Terms upon application to the offices, 81-83 Woodward Avenue.



Steamer Tashmoo

# HOW TO SEE DETROIT? ?

THE DIETSCH SIGHT-SEEING COMPANY



OFFICES AND WAITING ROOM 81 AND 83 WOODWARD AVE.  
PHONES: MAIN 1029, CITY 1029